

CLAIMS

1. Pigment-bearing gel material based on lipids, characterised in that it includes a combination of:
 - (a) between 0.1 and 20% by weight of oil-soluble alkylcellulose whose alkyl residues can be straight-chain or branched and preferably have between 1 and 10 carbon atoms,
 - (b) between 0.1 and 20% by weight of alkylgalactomannan polysaccharide whose alkyl residue preferably has between 1 and 10 carbon atoms, and
 - (c) between 0.1 and 30% by weight of a salt from a long-chain fatty acid with preferably between 16 and 24 carbon atoms and a fatty acid amidoalkyldialkylamine.
2. A gel material as set forth in claim 1 characterised in that the oil-soluble alkylcellulose is oil-soluble ethylcellulose.
3. A gel material as set forth in claim 1 characterised in that the alkylgalactomannan polysaccharide is C1-5 alkylgalactomannan.
4. A gel material as set forth in claim 1 characterised in that the salt from a long-chain fatty acid and a fatty acid alkylamidodialkylamine is stearylamidopropyl dimethylamine stearate, behenamidopropyl dimethylamine stearate or stearylamidopropyl dimethylamine behenate or behenamidopropyl dimethylamine behenate or a mixture of those salts.
5. A gel material as set forth in claim 1 characterised in that the salt is a behenamidopropyl dimethylamine behenate.
6. A gel material as set forth in claim 1 characterised in that it contains a combination of:
 - (a) between 0.1 and 20% by weight of oil-soluble ethylcellulose,
 - (b) between 0.1 and 20% by weight of C1-5 alkylgalactomannan and

(c) between 0.1 and 30% by weight of behenamidopropyl dimethylamine behenate.

7. A gel material as set forth in claim 1 characterised in that it preferably contains a combination of:

- (a) between 0.25 and 10% by weight of oil-soluble ethylcellulose,
- (b) between 0.25 and 10% by weight of C1-5 alkylgalactomannan and
- (c) between 0.30 and 20% by weight of behenamidopropyl dimethylamine behenate.

8. A gel material as set forth in claim 1 characterised in that it quite particularly preferably contains a combination of:

- (a) between 0.4 and 4% by weight of oil-soluble ethylcellulose,
- (b) between 0.4 and 4% by weight of C1-5 alkylgalactomannan and
- (c) between 0.5 and 6% by weight of behenamidopropyl dimethylamine behenate.

9. A gel material as set forth in one of the preceding claims characterised in that the oil-soluble ethylcellulose and the C1-5 alkylgalactomannan are used in a ratio of between 0.3:1 and 3:1 relative to each other.

10. A gel material as set forth in one of the preceding claims characterised in that behenamidopropyl dimethylamine behenate is in a ratio of between 0.5:1 and 5:1 to the total amount of the other two constituents of the combination.

11. A gel material as set forth in one of the preceding claims characterised in that the oil component includes vegetable, animal, mineral or synthetic oil and/or fat, non-volatile and/or volatile silicone oil and wax.

12. A gel material as set forth in claim 11 characterised in that the vegetable, animal, mineral or synthetic oil and/or non-volatile or volatile silicone oil is contained in a proportion of between 1 and 70% by weight with respect to the total weight of the composition.

13. A gel material as set forth in claim 12 characterised in that the oil and/or fat contained therein is castor oil, sunflower oil, sesame seed oil, rapeseed oil, hydrated coconut oil, hydrated palm oil, jojoba oil, mineral oil, paraffin, petroleum jelly, lanolin or lanolin derivatives, volatile isoparaffin, cyclomethicone, dimethicone, phenyltrimethicone or a mixture of said oils.

14. A gel material as set forth in one of the preceding claims characterised in that it contains wax in a proportion of between 0.1 and 30% by weight with respect to the total weight of the composition.

15. A gel material as set forth in claim 14 characterised in that as wax it contains a natural, mineral or synthetic wax.

16. A gel material as set forth in claim 15 characterised in that as wax it contains beeswax, modified beeswax (so-called 'Cera Bellina'), carnauba wax, candelilla wax, Japan wax, ouricuri wax, flower wax, orange flower wax, jasmine wax, fruit wax, apple wax, orange wax, lignite wax, microcrystalline wax, long-chain fatty alcohols, esters of long-chain fatty alcohols and long-chain fatty acids or mixtures of said waxes.

17. A gel material as set forth in one of the preceding claims characterised in that the long-chain fatty alcohol is cetylalcohol, stearylalcohol, behenylalcohol or mixtures thereof.

18. A gel material as set forth in one of the preceding claims characterised in that the ester of long-chain fatty alcohol and long-chain fatty acid is cetylpalmitate, cetearylpalmitate, stearylsteарате, behenylsteарате, C20-40 alkylsteарате or mixtures thereof.

19. A gel material as set forth in one of the preceding claims characterised in that it additionally includes auxiliary substances and additives in a proportion of between 0.1 and 50% by weight with respect to the total weight of the composition.

20. A gel material as set forth in one of the preceding claims characterised in that it contains pigments in an amount of between 0.1 and 50% by weight, preferably between 1 and 45% by weight, quite particularly preferably between 5 and 35% by weight with respect to the total weight of the composition.

21. A gel material as set forth in one of the preceding claims characterised in that the pigments contained therein are titanium dioxide, iron oxides, ultramarine blue, chromium oxide green, chromium hydroxide green, Berlin Blue, mica, sheen pigments, flake-form metal powders, finely divided PET flakes, lakes of organic coloring agents or mixtures thereof.

22. A gel material as set forth in one of the preceding claims characterised in that it is in the form of a cast or extruded lead.

23. A color pencil including a lead comprising a gel material as set forth in one of claims 1 through 22 which is surrounded by a sheath blank of wood, a wood substitute or plastic material.

24. A color pencil including a lead comprising a gel material as set forth in one of claims 1 through 22 which is fitted or cast into the rotary mechanism of a rotary pencil.

25. A color pencil as set forth in one of claims 23 and 24 characterised in that it is a cosmetic pencil.

26. A color pencil as set forth in one of claims 23 and 24 characterised in that it is a lipstick, lipliner pencil, eyeshadow pencil, eyeliner pencil, kohl pencil, kajal pencil, eyebrow pencil or concealing pencil (so-called 'concealer').

27. A process for the production of a color pencil characterised in that a gel material as set forth in one of claims 1 through 22 is melted and then cast into a sheath blank for a lead-bearing pencil consisting of wood, a wood substitute or plastic and is then processed to form a pencil.

28. A process for the production of a color pencil characterised in that a gel material as set forth in one of claims 1 through 22 is extruded, cut to length to form portions of color leads, glued into grooved board portions of wood, a wood substitute or plastic material and then subjected to further processing to form a pencil.

29. A process for the production of a color pencil characterised in that to produce a rotary mechanism a gel material as set forth in one of claims 1 through 22 is melted and poured through a lead-holding portion, which is fitted on to a casting mold, of a rotary mechanism, and the lead formed after cooling, after removal from the mold, is rotated into the rotary mechanism of a rotary pencil.

30. A process for the production of a color pencil characterised in that to produce a rotary mechanism a gel material as set forth in one of claims 1 through 22 is melted and poured into a casting mold and the lead formed after cooling, is fitted into the lead-holding portion of a rotary mechanism of a rotary pencil.